

# Starting a Breakfast Program

Remember to arrange bus schedules so students arrive with enough time to eat. If your school lacks a kitchen (or even if you have a kitchen), you could pack brown-bag breakfasts for students to eat in the classroom every morning. Numerous varieties of grab-and-go foods could fill the sack breakfasts.



## Try These Breakfast Promotions:

### **100 Breakfast Club**

A paper drawing of a breakfast bowl, labeled "25," is given to each student the first time he/she buys school breakfast. The bowl contains 25 "Os." The student's name is written on the bowl and all the bowls are posted on the wall. Each time a student eats breakfast he/she is given a gummed reinforcement to stick on an "O" in the bowl. When all the "Os" are filled, the student receives a certificate and a small prize. At the next breakfast, the student is given a different colored bowl labeled "50." When every "O" on that bowl is filled, the student is given a bowl labeled "75" and finally, a bowl labeled "100." A small prize is awarded for each 25 "Os" that are filled. The first student to reach 100 is given a special prize.

### **Muffin with Mom Day or Donut with Dad Day**

These events are advertised and listed on monthly school lunch menu calendars as a special day for parents (moms or dads may be invited for either special day) to enjoy breakfast at school with their child.

### **Monday Cartoon Breakfast**

This event is advertised and listed on the monthly school lunch menu calendar. A television and VCR are set up in the cafeteria to show cartoons during the breakfast meal period.

Contact School Nutrition Programs at (406) 444-2501 if you need a School Breakfast Toolkit, would like to check out a video and informational booklet on school breakfast programs, or for any other ideas to help you with your breakfast program.